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ABSTRACT

A study of four public television stations was conducted in 1972 as part of a Ford Foundation research project. The major focus of the study was on WNET-TV, a very high frequency (VHF) station. The viewer population was sampled by random telephone dialing. In 5025 interviews, questions were asked concerning viewer characteristics, viewing hours, and programs viewed. It was found that the WNET audience was predominantly composed of highly educated families with young children. Music and drama programs were viewed most frequently among black families, and public affairs programs among white families. Twenty statistical tables present the survey data. (DS)

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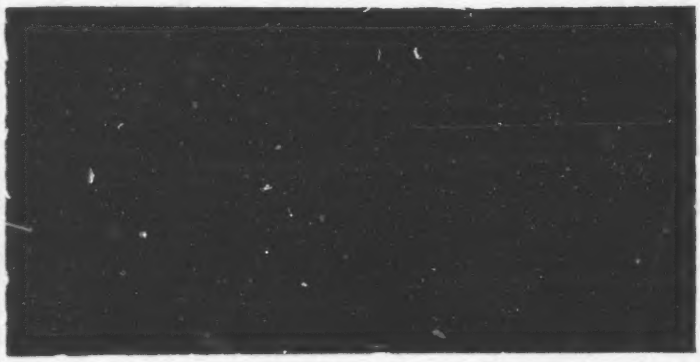

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A GENERAL ANALYSIS OF THE AUDIENCE OF PUBLIC BROADCASTING IN THE NEW YORK AREA

by
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U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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Report CPB/OCR 211

THE NEW YORK MARKET

This Study of the New York Market was conducted in the last half of October, 1972 as part of the CPB/Ford research project. A total of 5,025 completed telephone interviews were obtained in the 17-county area corresponding to the Nielsen Metropolitan Area for New York.* The interview instrument was designed by CPB's staff, the sample and field work were contracted to the firm of Lee Slurzberg and Associates of New York City. Data reduction and analysis were done by the CPB staff.

There are four qualified public television stations operating in the New York Area, WNET on channel 13, WLIW on channel 21, WNYE on channel 25 and WNYC on channel 31. WLIW in Garden City, Long Island and WNYE in Brooklyn are both licensed to school boards and WNYC in Manhattan is licensed to the City of New York. WNET, whose studios are also in Manhattan, is a community station licensed to a non-profit corporation.

As the only VHF station in the group, WNET is the dominant public station, and a major source of programs for PBS. The major focus of the New York study was put on the WNET audience, but data was also gathered on viewing of the other three stations.

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*For a list of the counties, see Table 1.

SAMPLING INFORMATION

The sample was stratified by county to guarantee a proportionate distribution corresponding to actual population in the 17-county area. The sampling universe consisted of telephone households. Numbers were selected using a random dialing technique in 100 telephone exchanges. The sampling unit was the household and interviewers were permitted to complete the interview with any adult in the household.

Characteristics of the sample are presented in Table 1.

GENERAL INFORMATION

Of the 5,025 households, 55.6% were multiple-set homes, 42.4% had one set, 2.0% had no set. Only half (49.2%) of the respondents reported having a UHF set. This figure is considerably below industry estimates of UHF ownership (78%) and may reflect some confusion over the question.* The geographic differences in reported possession of UHF is shown in Table 2.

A third of the respondents reported that the household TV was turned on six hours or more a day (Table 3).

Respondents were asked who in the family (if anyone) usually watched TV during the day on weekdays. Weekday day-time viewing ranged from 63.5% of the pre-school

*The same question was used in other markets without producing similar discrepancies.

children to 35.5 % of the elementary school-age children, 35.3% of the adult women, down to 18.8% of the teenagers and only 7.6% of adult men (Table 4).

TABLE 1

CHARACTERISTICS OF THE SAMPLE

Geographic Disbribution, by Counties

New York City	2,452	48.9%
Manhattan	499	10.0
Queens	601	12.0
Brooklyn	802	16.0
Bronx	449	8.9
Richmond	100	2.0
Long Island	799	15.9%
Suffolk	325	6.5
Nassau	471	9.4
Northern Suburbs	470	9.4%
Rockland	60	1.2
Westchester	299	6.0
Morris	111	2.2
Newark	1,415	26.0%
Passiac	152	3.0
Hudson	199	4.0
Bergin	254	5.1
Union	150	3.0
Middlesex	207	4.1
Essex	299	6.0
Somerset	41	.8
Unknown	4	.1

(Continued)

TABLE 1
(Continued)

Ethnic Groups	
White	77.3%
Black	13.3%
Spanish speaking	4.1
Refused	5.2

Age Groups	
Under 20	.2%
20-29	12.5
30-39	17.4
40-49	20.0
50-59	17.4
60-69	12.0
70 and over	6.2
Refused	14.3

Occupational Groups	
Professional	12.5%
Proprietorial	9.4
Clerical	24.9
Skilled	18.4
Unskilled	4.6
Non-occupation	30.4

Education of Man of House	
Elementary or less	6.5%
Some high school	10.9
Finished high school	40.9
Some college	13.7
BA or equivalent	18.4
Graduate work	8.3
Refused	1.3

Size of Family	
Single person	10.4%
Two persons	27.3
Three persons	19.0
Four persons	19.4
Five persons	12.3
Six persons	5.7
Seven persons	2.3
Eight or more	2.1
Refused	1.5

Education of Woman of House	
Elementary or less	7.6%
Some high school	13.2
Finished high school	48.0
Some college	13.7
BA or equivalent	12.5
Graduate work	13.9
Refused	1.1

Pre-school children in family	18.5%
Elementary school children	27.0
Teenagers	27.2

TABLE 2

Reported Possession of UHF Sets

New York	49.4%
Long Island	47.9%
Northern Suburbs	36.1%
New Jersey	52.7%

TABLE 3

Estimated Weekday Average TV Time
for Household

	New York	Long Island	North Suburbs	Newark	Total
Usually not on	2.1%	1.0%	1.1%	1.9%	1.8%
1 hour or less	5.7	2.9	8.5	3.8	4.9
2 hours	13.3	8.8	15.3	9.2	11.6
3 hours	16.5	15.9	21.3	13.7	15.9
4 hours	16.4	18.0	17.9	16.5	16.8
5 hours	12.5	12.9	12.8	14.6	13.2
6 hours or more	9.1	11.4	8.5	11.7	10.1
"All day"	21.5	28.5	13.9	27.1	23.6
No TV	2.9	.6	.6	1.4	2.0
(N)	(2,452)	(799)	(352)	(1,415)	(5,025)*

*Includes 4 cases without geographic designation.

TABLE 4

Day Time Viewing (Weekdays)

Daytime viewing by:	New York	Long Island	North Suburbs	Newark	Total
Female adult	32.1%	39.8%	31.0%	39.4%	35.3%
Male adult	8.1	8.0	6.3	6.8	7.6
Pre-school child*	62.7	66.4	58.8	63.4	63.5
Elementary school child*	35.3	30.7	26.8	34.9	33.5
Teenager*	24.3	15.2	14.6	15.7	18.8

*Percentage based on number of families with children in this age group.

VIEWING OF WNET

Respondents were asked three questions concerning viewing of WNET: (1) whether or not adults and youngsters of the family had watched WNET within the last week; (2) if they could name a WNET program someone in the family had watched during the last week; (3) to classify the young children and the adults as to their relationship to WNET. The last question presented the respondents with four classifications from which they were to choose: Never view WNET; Watch WNET now and then; Watch WNET at least once a week; Regular Viewing Fans of WNET.

The results of these several measures of WNET viewing are shown in Table 5.

In the self-classification, 8.7% of the adults rated themselves as "regular fans" of WNET, a fifth of the respondents indicated at least weekly viewing by the adults of the household. This corresponds fairly closely with the viewing reported in the first question. Viewing within the last week was reported for 23.7% of the female adults in the households, 17.5% of the male adults. Just over a fourth (26.9%) of the respondents said the adults never watched WNET.

WNET shows its greatest strength among the young children. Of the households with children of the appropriate age groups, over two-thirds (67.4%) said

pre-school children had watched WNET within the last week, 41.5% of the elementary-school-age children had done so. Further, 39.4% of the parents of young children said the youngsters were "regular viewing fans" of WNET and another 11.1% said their children watched WNET at least once a week.

Viewing by teenagers generally appeared to follow the adult pattern. (It should be noted that day-time viewing reported for teenagers was quite low. This suggests that most viewing by teenagers may be done in the family setting.)

Perhaps the most stringent of the three questions was the one asking for recall of program titles. Just under a third (31.6%) of the respondents were able to name a WNET program which someone in the family had viewed during the preceding week. About half of those who were able to recall WNET programs viewed named more than one.

A caution should be interjected here: the number of programs named as seen should not be interpreted as indicating the frequency of viewing of WNET in the one-week period. The response recorded was program titles and some of the individual programs are daily series. Hence a response of "Sesame Street" might indicate anywhere from one to five (or more) viewing experiences.

The importance of the audience of children's program in WNET's overall audience is underlined by the figures in

Table 6 which gives a breakdown of the programs named as having been viewed in the last week. The programs are grouped into "children's," "public affairs," "dramatic/music," combinations of these three and "other types" (such as French Chef, Yoga, etc.). In all, 61.4% of the respondents who named programs cited a children's show and over half, 52.5%, named only children's shows. Dramatic/music shows had a slight advantage over public affairs.

In this set of figures we see some rather striking differences between respondents in the four geographic areas. Children's programs were relatively much more important among Long Island and Newark-area respondents while dramatic/music programs were much more frequently named by respondents in the North Suburbs area.

The great impact of the children's programs is emphasized by the unaided recall of program titles named as having been seen by someone in the household during the preceding week. Over half of the persons naming programs cited "Sesame Street," a quarter named the "Electric Company" and 11% named "Misterogers' Neighborhood" (Table 5D). By comparison, the leading adult program -- "Masterpiece Theatre"-- was named by 12% (including 6% who named "Vanity Fair," the current feature of the series). "VD Blues", a special shown in the interview period, was named by 9% (and another 1% named Dick Cavett, the narrator of the program).

TABLE 5A

Reported Viewing of WNET in "Last Week"

	New York	Long Island	North Suburbs	Newark	Total
Female Adult	24.0%	23.9%	32.4%	20.8%	23.7%
Male Adult	17.2%	19.1%	21.0%	16.0%	17.5%
Pre-School Child*	62.0%	78.3%	72.5%	67.6%	67.4%
Elementary School Child*	43.0%	37.0%	36.1%	44.0%	41.5%
Teenager*	19.7%	16.5%	12.9%	21.4%	18.9%

*Percentages based on number of families with children in this age group.

TABLE 5B

Number of WNET Programs Named as Viewed by Someone in Family During Past Week

	New York	Long Island	North Suburbs	Newark	Total
None	69.0%	64.1%	64.5%	70.3%	68.3%
1	17.3%	17.0%	17.3%	15.8%	16.8%
2	8.7%	10.6%	8.8%	8.1%	8.8%
3 or more	4.8%	8.3%	9.4%	5.8%	6.0%

TABLE 5C

Self-Classification of WNET Relationship

Elementary and Pre-school Children	New York	Long Island	North Suburbs	Newark	Total
Regular viewing fans	39.1%	36.4%	38.5%	42.0%	39.4%
View once a week	11.1%	11.8%	9.8%	11.6%	11.1%
View now and then	31.2%	33.0%	35.2%	28.4%	31.0%
Never watch WNET	18.4%	18.8%	16.3%	18.4%	18.3%
(N)	(777)	(887)	(122)	(552)	(1,840)
Adults					
Regular viewing fans	8.5%	9.6%	8.8%	8.5%	8.7%
View once a week	10.0%	10.4%	20.7%	11.3%	11.2%
View now and then	49.1%	50.2%	51.4%	50.2%	49.8%
Never watch WNET	27.3%	27.4%	18.5%	28.3%	26.9%
No response	5.1%	2.4%	.6%	1.8%	3.4%

TABLE 5D

WNET Programs Named as Having Been Viewed During the "Past Week"

Percentages based on the 1,593 respondents (out of a sample of 5,025) who named at least one program in the late October, 1972 New York Filter Study.

Sesame Street	855	(54%)	Masterpiece Theatre	100	(6%)
Electric Company	400	(25%)	Vanity Fair	102	(6%)
Electric Circus	12	(1%)	Plays	81	(5%)
Misterogers	175	(11%)	International Performance	44	(3%)
Zoom	90	(6%)	Orpheus	8	
			Antigone	10	
Hodgepodge Lodge	35	(2%)	Ballet	29	
			Medea	19	
VD Blues	145	(9%)	Tchaikowsky/ Wagner	5	-(4%)
Dick Cavett	16	(1%)			
			Boston Pops	89	(6%)
Specials (Unspecified)	63	(4%)	Music (Unspecified)	51	(3%)
51st State Specials	65	(4%)	Movies (Unspecified)	49	(3%)
Political Analysis	10		California Persons	50	(3%)
Political Programs	10-	(1%)			
			Soul	90	(6%)
News	18	(1%)	Black Journal	10	(1%)
Documentaries	15	(1%)			
			Black News	5	-
Advocates/Debates	19	(1%)			
			Black movies	5	-
Firing Line	6	-			
			Washington Week in Review	4	-
Family Game	5	-			
			Stock Market	4	-

TABLE 6

Viewing of Program Categories

(Percentage Based on Total Able to Name WNET Programs Viewed)

Program Types	New York	Long Island	North Suburbs	Newark	Total
Children's	47.6%	64.5%	39.0%	57.5%	52.5%
Public Affairs	13.2%	12.0%	15.4%	11.5%	12.7%
Drama/Music	21.2%	10.2%	25.2%	18.2%	18.7%
Childrens/Public Affairs	4.9%	3.9%	2.4%	2.8%	4.0%
Public Affairs/ Drama/Music	4.8%	4.9%	9.7%	4.0%	5.0%
All Three	1.1%	1.0%	2.4%	.2%	1.0%
Other Types	3.2%	.0%	2.4%	.4%	2.2%
Summary Groups					
(Groups Not Mutually Exclusive)					
Children's	57.2%	72.5%	47.0%	65.3%	61.4%
Public Affairs	24.0%	21.8%	29.9%	18.5%	22.7%
Drama/Music	30.7%	19.2%	40.5%	27.4%	28.6%
(N)	(764)	(282)	(123)	(417)	(1,589)

CHARACTERISTICS OF WNET VIEWERS

To provide a picture of the households in which persons view WNET, descriptive data are presented in Tables 7 and 8. For purposes of this comparison, the most stringent of our three measures of "WNET viewing" was used: The 1,591 persons included as "WNET viewers" in these tables were those who said someone in the household had watched WNET during the past week and were able to name the program(s) watched.

Table 7 looks at various categories of the population and shows what percentage of each category does or does not view WNET. Table 8 analyzes the viewing and non-viewing households according to these same categories. Thus the two tables are two different approaches to the same set of data.

Looking first at the population categories, the importance of young children in the family as a predictor of WNET viewing is again demonstrated. Almost three-fourths of those families with pre-school-age children were viewers while the figures were almost exactly reversed for those families without children in this age group. The presence of elementary school-age children was also a predictor of viewing, but a considerably less reliable predictor than

TABLE 7

Who Watches WNET

Size of family	Do View	Do Not View	(N)
Single person	15.2%	84.8%	(572)
2 persons	17.3%	82.7%	(1,372)
3 persons	32.3%	67.7%	(953)
4 persons	44.7%	55.3%	(977)
5 persons	47.5%	52.5%	(617)
6 persons	43.9%	56.1%	(287)
7 persons	47.9%	52.1%	(117)
Pre-School Age Children			
Yes	72.0%	28.0%	(931)
No	22.8%	77.2%	(3,919)
Elementary School-age Children			
Yes	54.3%	45.7%	(1,358)
No	23.8%	76.2%	(3,523)
Teenagers			
Yes	31.8%	68.2%	(1,329)
No	32.1%	67.9%	(3,478)
Age of Head of House			
20-29	40.3%	59.7%	(626)
30-39	56.4%	43.6%	(873)
40-49	34.1%	65.9%	(1,004)
50-59	23.2%	76.8%	(875)
60-69	19.0%	81.0%	(605)
70-79	15.4%	84.6%	(240)

(Continued)

TABLE 7
(Continued)

Educational Level of Female Head of House	Do View	Do Not View	(N)
Elementary School only	21.2%	78.8%	(321)
Some High School	25.4%	74.6%	(626)
Finished High School	31.7%	68.3%	(2,270)
Some College	40.1%	59.9%	(646)
BA or equivalent	40.3%	59.7%	(590)
Graduate Work	47.3%	52.7%	(184)
Educational Level of Male Head of House			
Elementary School only	20.7%	79.3%	(242)
Some High School	27.3%	72.7%	(461)
Finished High School	31.0%	69.0%	(1,735)
Some College	34.8%	65.2%	(580)
BA or equivalent	40.4%	59.6%	(782)
Graduate Work	50.0%	50.0%	(352)
Occupation of Head of House			
Professional	43.9%	56.1%	(626)
Proprietorial	37.7%	62.3%	(470)
Clerical	34.4%	65.6%	(1,249)
Skilled	35.0%	65.0%	(926)
Unskilled	29.7%	70.3%	(229)
Number of Working TV's in Home			
1	27.5%	72.5%	(2,120)
2	34.6%	65.4%	(1,793)
3 or more	38.0%	62.0%	(1,000)

pre-school-age children. The presence of teenagers in the household was not related at all to WNET viewing.

Generally, the likelihood of viewing increased with family size up to four persons and then was a rather constant relation. Viewing was highest among those households in which the head was between 30 and 39 years old. These characteristics, of course, correlate with the presence of young children in the family.

The socio-economic biases traditional with public television audiences were present. This can be seen from the comparative levels of viewing among educational groups of both male and female head of house and among professional categories. For both male and female, there was a strong, direct relationship for the likelihood of WNET viewing to increase with more education, rising from just over 20% for those who did not go to high school to half of those who have done graduate work.

WNET viewing also increased as the number of working TV sets in the home increases.

Turning to Table 8, we have contrasted profiles of those who do and those who do not view WNET.

The WNET audience was predominately an audience of families, particularly families with young children. It was a relatively young audience, half the heads of WNET viewing households being under 40 years old. By contrast

TABLE 8

Profile of WNET Viewers and Non-viewers

Size of Family	Do View (N=1,591)	Do Not View (N=3,345)
Single person	5.0%	13.1%
2 people	14.9%	33.8%
3 people	19.4%	19.2%
4 people	27.5%	16.1%
5 people	18.4%	9.6%
6 or more people	14.7%	8.2%
Have Pre-School children	42.9%	7.9%
Have Elementary School-age children	46.8%	18.8%
Have teenagers	28.1%	28.3%
Age of Head of House		
20-29	17.3%	13.1%
30-39	33.9%	13.4%
40-49	23.5%	23.2%
50-59	14.0%	23.6%
60-69	7.9%	17.2%
70 & over	3.1%	9.3%
Educational Level of Female Head of House		
Elementary School only	4.4%	8.0%
Some High School	10.3%	14.7%
Finished High School	46.4%	48.8%
Some College	16.7%	12.2%
BA or equivalent	15.4%	11.1%
Graduate work	5.6%	3.0%
Refused	1.2%	2.3%

(Continued)

TABLE 8
(Continued)

Educational Level of Male Head of House	Do View	Do Not View
Elementary School only	3.5%	6.8%
Some High School	8.8%	11.9%
Finished High School	37.8%	42.5%
Some College	14.2%	13.5%
BA or equivalent	22.2%	16.5%
Graduate work	12.4%	6.2%
Refused	1.1%	2.6%
Occupation of Head of House		
Professional	21.4%	15.4%
Proprietorial	13.8%	12.9%
Clerical	34.4%	36.0%
Skilled	25.2%	26.4%
Unskilled	5.3%	7.1%
Other	1.0%	2.2%
On Average Weekday TV Set On:		
All day	34.2%	19.3%
5-6 hours	24.3%	23.5%
3-4 hours	28.6%	35.7%
2 hours or less	12.8%	21.3%
Of Those with UHF TV Sets:		
Watch WLIW	40.7%	37.5%
Watch WNYE	27.1%	25.7%
Watch WNYC	63.3%	49.7%

only 26% of the non-viewing households had heads that young.

It was a highly educated audience, almost half of the male heads of households having had at least some college contrasted to 36% among the non-viewers. The educational difference for the female heads of households, while in the same direction, was not so strong. Despite this educational bias, it should be noted that well over half the viewing household heads were in either clerical or skilled occupations and that professionals constituted only one-fifth of the audience. The point is that while persons from the higher socio-economic-educational strata were more likely to watch WNET than those in the lower strata, the WNET audience is a broad-ranged one which cuts across all the strata.

The WNET households were much heavier users of TV generally than were the households in the non-viewing group. A third of the WNET viewing respondents said the household TV was turned on "all day" contrasted to only one-fifth of the non-viewers of WNET. Looking only at those households in which there was a TV set capable of receiving UHF, the WNET viewing households were more likely to have viewers of WNYC than the non-WNET households. The differences for WLIW and WNYE, while in the same direction, were negligible.

ETHNIC GROUPS

Table 9 presents comparisons of WNET viewing by three major ethnic groupings: white, black, and Spanish-speaking families. The percentage of respondents who named a WNET program viewed during the past week was larger in both minority groups than in the white group. What deviation there was from the total sample is in the direction of larger representation of minority viewers than would be normally expected (Table 10).

When we look at the other two measures of WNET viewing in Table 9, differences appear between the ethnic groups. On the self-classification questions, there was no significant difference between the three groups regarding the elementary and pre-school children but Spanish-speaking adults were considerably less likely than either black or white adults to be regular viewers (regular viewing "fans" and once-a-week viewers).

This difference was underlined in the response to the question "who in the household watched WNET last week?" Spanish-speaking adults were the least likely to have watched. Young children were the most likely to have viewed among all three ethnic groups, but WNET programs seem to have attracted more pre-school age children among white families, more elementary school age children among minority families.

TABLE 9

Ethnic Composition of WNET Audience

Named a WNET Program Viewed During Past Week	Whites (N=3,884)	Blacks (N=669)	Spanish-Speaking (N=205)
Yes	30.9%	35.5%	40.0%
No	69.1%	64.7%	60.0%
Self-Classification of WNET Relationship			
Elementary and Pre-School age children*			
Regular viewing "fans"	40.6%	37.2%	35.8%
View once a week	10.0%	15.7%	13.8%
View now and then	31.0%	31.0%	27.6%
Never view	18.4%	16.1%	22.8%
Adults			
Regular viewing "fans"	9.3%	8.9%	5.6%
View once a week	11.8%	12.1%	6.6%
View now and then	51.7%	52.4%	46.5%
Never view	27.1%	26.6%	41.4%
Who Watched WNET Last Week			
Female Adult	24.3%	27.7%	16.4%
Male Adult	19.0%	14.4%	6.5%
Pre-school child*	70.4%	58.9%	62.3%
Elementary school child*	40.0%	47.1%	44.1%
Teenager*	19.1%	23.7%	5.9%

*Percentages based on families with children this age.

When we look at the types of WNET programs that were named as having been viewed by someone in the household during the preceding week (Table 11), these differences are reinforced. Among the Spanish-speaking families, children's programs were named by 85% of all those able to specify WNET programs contrasted to approximately 60% for both white and black families. Music/Drama programs scored most heavily among black families and public affairs among white families.

The implication of this pattern is that while WNET was attracting Spanish-speaking viewers in October, a far greater proportion of WNET viewing among those families was directed to children's programs than was the case for whites and blacks.*

Table 12 details certain information about the three ethnic groups related to the above findings. TV viewing generally was heavier among the two minority groups than among whites, heaviest among the Spanish-speaking families. And these families also were the most likely to have pre-school and elementary school age children. They were also far more likely than white families to have only one TV set in the home.

VIEWER TYPES

In several points of the preceding analysis reference has been made to the types of WNET programs reported as

*WNET's Spanish language series, "Realidades", began after this study.

TABLE 10

Ethnic Profile of WNET Audience

	Do View WNET	Do Not View WNET
White	80.6%	82.8%
Black	14.9%	13.4%
Spanish-speaking	5.5%	3.8%

TABLE 11

Categories of WNET Programs Viewed

By Ethnic Groups

Program Types Named*	Whites	Blacks	Spanish-Speaking
Children's programs	59.8%	61.2%	85.3%
Public Affairs	24.4%	17.4%	10.8%
Music/Drama	28.7%	37.8%	10.9%

*Category responses not mutually exclusive.

TABLE 12

Ethnic Comparisons

TV Viewing Time	Whites	Blacks	Spanish-Speaking
TV set on "all day"	23.2%	28.5%	28.9%
Set on 5-6 hours a day	24.5%	20.4%	25.9%
Children in Family			
Pre-school children	17.7%	23.6%	34.7%
Elementary school children	27.0%	29.6%	42.8%
Teenagers	28.4%	28.2%	26.3%
Have Only One TV Set	39.9%	53.5%	56.0%

viewed within the household. By dividing respondents according to the types of programs named, it was possible to create four rough categories of viewer types: those households in which viewing was limited to (1) children's programs, (2) public affairs programs, (3) music or drama programs plus (4) those in which viewing included programs of two or more categories (combination viewers).

Table 13 contrasts these viewer types on a variety of dimensions.

The largest of these groups was the "children's program audience". Viewing in these households was overwhelmingly limited to the young children in the family, but these children were extremely loyal to the WNET programs they do watch -- seven out of ten are categorized (by their parents) as being regular viewing "fans" of WNET. Further, the respondents for these households were the likely to name more than one WNET program as having been viewed during the preceding week (probably a combination of "Sesame Street" with either the "Electric Company" or "Misterogers' Neighborhood"). These children's program households were the heaviest users of TV and their adult heads were generally the youngest and had the lowest educational level of the four viewer types.

As might be expected, the group which showed the most intensive overall use of WNET on the self-classification

TABLE 13

Viewer Categories Contrasted

	Children's only (832)	Public Affairs only (203)	Music/ Drama only (298)	Combination (253)
Household TV set on:				
All day	44.4%	22.7%	17.8%	28.9%
6 hours or more	13.8%	6.4%	9.7%	8.3%
3-5 hours	36.5%	48.2%	48.3%	45.5%
2 hours or less	5.3%	22.7%	24.2%	18.0%
Watch:				
WLIW	35.4%	34.5%	51.1%	49.4%
WNYE	24.3%	23.6%	33.0%	31.2%
WNYC	58.3%	56.4%	73.3%	70.4%
Who Watched in Last Week:				
Female Adult	19.6%	67.0%	76.4%	75.2%
Male Adult	9.9%	54.7%	51.9%	56.4%
Pre-school child*	94.6%	37.5%**	30.7%	89.1%
Elementary school-age child*	73.3%	40.4%	36.0%	63.6%
Teenager*	21.1%	46.2%	50.0%	16.4%
Named only one WNET program:	48.3%	81.3%	82.6%	11.1%
Watched 51st State Election Specials:	7.2%	31.5%	15.5%	27.4%

*Based on families with children this age.
**Base number less than 25.

TABLE 13
(Continued)

	Children's only	Public Affairs only	Music/ Drama only	Combi-nation
Self-classification of WNET Relationship				
Elementary and pre-school children:				
Regular viewing "fans"	69.6%	22.0%	16.1%	71.5%
View once a week	13.0%	8.5%	24.2%	11.1%
View now and then	16.8%	50.8%	46.8%	14.6%
Never watch WNET	0.6%	18.6%	12.9%	2.8%
Adults:				
Regular viewing "fans"	8.7%	21.3%	27.6%	41.7%
View once a week	9.8%	28.7%	29.0%	23.0%
View now and then	53.5%	46.5%	42.0%	33.7%
Never watch WNET	28.1%	3.5%	1.4%	1.6%
Children in family:				
Pre-school child	65.7%	12.2%	4.5%	37.2%
Elementary school-age	64.6%	23.6%	17.1%	39.4%
Teenagers	24.1%	40.4%	30.6%	27.2%
Educational Level of Man of house:	42.4%	56.2%	56.3%	56.5%
Age of Head of House:				
20-39	66.4%	34.1%	25.6%	44.3%
40-59	30.1%	49.1%	47.9%	40.6%
60 and over	3.5%	16.2%	26.4%	14.6%

questions were the "combination viewers." Regular viewing of WNET by young children among these households was equal to that among the "children's only" households while they also showed the highest levels of adult viewing -- four out of ten saying the household adults were "fans", another 23% reporting at least weekly viewing of WNET. Further, about nine out of ten of the respondents for these households named more than one WNET program as having been viewed during the past week. While somewhat older on the average than the "children's only" households, these "combination" families were younger than the "public affairs", "music/drama" households.

The second largest of the viewer types was that composed of households in which only music or drama programs were watched during the preceding week. This was the oldest of the four groups. The "public affairs" households constituted the smallest of the four viewer groups. It showed the lowest degree of involvement with the station in terms of self-classification of adults and children of the four groups. Like the "music/drama" group, eight out of ten of these respondents named only one WNET program viewed during the preceding week.

Between the "public affairs", "music/drama", and "combination" households, there was no educational difference. Overall use of TV was lowest among the "public affairs" and the

"music/drama" groups; viewing of the three public UHF stations in the New York area was highest among the "music/drama" and "combination" groups; viewing of WNET's 51st State Election Specials was highest among the "public affairs" and "combination" groups.

The implication, then, of the data in Table 13 is that there are, indeed, several WNET audiences. By far the largest is one in which WNET viewing is primarily restricted to the young children. In addition there are at least two rather distinct adult audiences: those who are drawn to the station primarily by its "cultural" offerings in the field of drama and music and those who were attracted by its public affairs programming.

This question of different adult viewer typologies suggests itself as one of the most interesting for future research.

VIEWING OF ELECTION SPECIALS

During the period of the survey, WNET was broadcasting a special series of programs on the forthcoming election, focusing on the various New York-area candidates and issues. These were presented as Election Specials of the station's major local public affairs series, "51st State". Respondents were asked whether anyone in the household had watched any of these programs. The results are detailed in Table 14.

Some seven percent of the respondents indicated that at least one of the series had been watched and two percent said two or more had been viewed.

Among those households categorized as WNET viewers (where the respondent could name a WNET program viewed during the preceding week), the viewing level was slightly higher, about 12% having viewed at least one program, 4% having viewed two or more. In Table 13 we have already seen that among the WNET viewers, the "public affairs" and "combination" viewer groups were the most likely to have watched one of these 51st State Election Specials. Table 15 shows, as we might expect, that the very highest level of viewing -- 22% -- was reported by respondents where the adults are "WNET fans" and that those who did view generally had more higher education than those who did not. However, it should be noted that despite this strong relation of viewing

to education, only 10.6% of those who had gone to college said they had watched any of the programs (data not shown in the table).

TABLE 14

Viewing of 51st State Election Specials

	New York	Long Island	North Suburbs	Newark	Total Sample
Saw:					
None	93.1%	92.0%	89.4%	94.3%	93.0%
One show	4.7%	4.9%	7.4%	4.0%	4.7%
Two or more shows	2.2%	3.1%	3.2%	1.6%	2.2%

Of WNET "viewers":

88.2% did not view
7.6% saw one program
4.1% saw two or more programs

TABLE 15
51st State Election Specials
Viewing by Self-Classification Groups of WNET Viewers

	Never	Now & then	About Weekly	Regular Viewing fans
		Young Children Watch WNET:		
Saw none:	94.6%	92.2%	89.1%	91.9%
		Adults Watch WNET:		
Saw none:	98.6%	93.1%	88.4%	78.0%
Saw one:	1.0%	4.7%	8.8%	13.1%
Saw two or more:	.4%	2.2%	2.8%	8.1%

	Number of Specials Seen		
	None	One	Two or more
Didn't finish high school	21.5%	15.8%	12.2%
Finished high school	48.6%	39.6%	42.1%
Went to college	28.5%	44.6%	44.9%

VIEWING OF UHF PUBLIC TELEVISION STATIONS

As noted in the first section of this report, there are three public television stations operating on UHF frequencies in metropolitan New York.

WLIW, channel 21, located in Garden City, Long Island, is licensed to the Long Island Educational TV Council, Inc. It began operation in 1969. Operating on a Monday through Friday schedule, it provides in-school programming during the day and general adult programs in the evening. It is not interconnected with PBS.

WNYE, channel 25, licensed to the City School Board of New York, operates from studios in Brooklyn. Although interconnected with PBS network and providing some general audience programs on weekday evenings, most of WNYE's programming consists of programs for in-school use. In addition, some in-service training programs for teachers are offered during the evening.

WNYC, channel 31, is the only municipally-owned and operated station in the nation. Located in Manhattan, almost 40% of its programming is locally produced and approximately 17% of the weekly schedule is devoted to instructional programs. Half of the daily WNYC schedule is taken from PBS.

Respondents were asked, in turn, if they had ever viewed each of these channels. In the question each station was identified by call letters and channel number.

For the total sample the percent responding "yes" was:

WLIW	7.9%
WNYE	5.3%
WNYC	11.4%

However, since approximately half of the respondents had indicated that their homes did not contain a UHF set, it seems reasonable to adjust the percentages, projecting the affirmative responses against the base of UHF households.* Of those households in which it was indicated that there was a UHF receiver, the "yes" responses were:

WLIW	14.9%
WNYE	9.7%
WNYC	21.5%

In the tables which follow, the characteristics of viewers of these stations were presented together with comparable figures for WNET and for the total sample. However, it should be remembered that there was no specific criteria of program naming or recency of viewing for the UHF stations whereas "viewers" of WNET included only those who could name a WNET program viewed by someone in the household during the preceding week.

Table 16 gives the geographic dispersion of the audiences of the several stations. As might be expected both WNYC and WNYE showed a somewhat disproportionately large segment of their audience coming from the City of New York while WLIW drew a disproportionately large percentage from its home base of operation, Long Island. All three of the UHF

*The reader is reminded that there may be an inflation here since the percent of homes reporting UHF is lower than industry reports estimate.

TABLE 16

Comparison of Different PTV Station Audiences;*

Geographic Dispersion of Audience

% of Audience Residing in:	WNYC	WNYE	WLIW	WNET	Total Sample
New York City	56.4%	54.6%	43.6%	47.7%	48.9%
Long Island	13.2%	19.5%	34.9%	18.0%	15.9%
New Jersey	27.9%	24.7%	20.5%	26.4%	26.0%
Northern Suburbs	2.4%	1.2%	1.0%	7.9%	9.4%

% of Residents Who view station	New York City	Long Island	New Jersey	Northern Suburbs
WNYC	25.7%	19.1%	20.6%	10.2%
WNYE	11.3%	12.8%	8.3%	2.4%
WLIW	13.7%	34.7%	10.5%	3.1%
WNET	31.0%	35.9%	29.7%	35.5%

*"Audience" of WNYC, WNYE and WLIW defined by "yes" response to direct question: "Does anyone in family ever watch channel ____, that's W____?" "Audience" of WNET based on ability to name specific program viewed during last week.

stations drew very few of their viewers from the Westchester/White Plains area suburbs, where WNET does quite well.

Viewing of public television generally -- whether the VHF WNET or the three UHF stations -- increases with the availability of multiple TV sets in the home (Table 17). There is also some indication that viewing -- particularly for the UHF stations -- increases with cable. This should be expected, since the general practice of cable operators is to transpose the UHF stations onto empty locations on the VHF dial. This, in effect, eliminated the fine-tuning handicap faced by UHF stations.

Generally, the daily TV time was higher than average in public television households, although this trend was not as marked in the UHF homes as in WNET homes. This was undoubtedly related to a higher likelihood (as compared to the total sample) in public television homes that pre-school and elementary children watched TV during the day.

This factor, however, is less important for the UHF stations than for WNET, as can be seen by the relative precentages of young children in the viewing households (Table 18). While the three UHF viewing groups were more likely to contain such children than was the total sample, their divergence from the sample percentages was generally small whereas WNET's was more than double for pre-school

TABLE 17

Comparison of Different PTV Station Audiences:

Media Availability and Patterns of Use

	Viewers*of:				Total
Number of Sets	WNYC (N=550)	WNYE (N=250)	WLIW (N=381)	WNET (N=1,590)	Sample (N=5,025)
Only one set	29.7%	28.7%	26.2%	27.5%	42.4%
More than one set	70.3%	71.3%	73.8%	72.6%	55.6%
Subscribe to Cable	9.7%	6.2%	10.9%	4.6%	3.7%
On Average Weekday, TV Set Turned on:					
"All Day"	27.8%	25.2%	24.7%	34.2%	23.6%
6 hours or more	12.4%	11.6%	12.3%	11.2%	10.1%
3-5 hours	44.5%	49.6%	48.6%	41.7%	45.9%
2 hours or less	14.2%	12.8%	13.4%	11.8%	16.5%
Usually not on	1.1%	.8%	1.0%	1.0%	1.8%
Who Watches TV During the Day on Weekdays:					
Female adult	37.3%	36.1%	35.4%	38.8%	35.3%
Male adult	9.1%	11.2%	8.2%	6.3%	7.6%
Pre-school child**	70.3%	72.4%	65.4%	75.2%	63.5%
Elementary child**	47.9%	47.7%	34.9%	40.0%	35.5%
Teenager**	24.1%	22.3%	16.5%	21.6%	18.8%

*See footnote for Table 16
**Percentages based on families with children in this age group.

TABLE 18

Comparison of Different PTV Station Audiences:

Profile of Individual Station Audiences*

Number in Household	WNYC	WNYE	WLIW	WNET	Total Sample
Single person	7.8%	6.8%	6.0%	5.0%	10.4%
2 persons	20.9%	21.5%	20.7%	14.9%	27.3%
3 persons	21.1%	25.9%	22.6%	19.4%	19.0%
4 persons	24.9%	22.7%	24.1%	27.5%	19.4%
5 persons	12.7%	13.5%	14.2%	18.4%	12.3%
6 persons or more	12.6%	9.6%	12.3%	14.7%	9.1%
Children in Household					
Pre-school age	25.3%	23.9%	22.8%	42.9%	18.5%
Elementary age	30.9%	27.2%	33.7%	46.8%	27.0%
Teenager	34.6%	31.4%	35.9%	28.1%	27.2%
Age of Head of Household					
Under 30	17.7%	22.1%	21.3%	17.3%	12.8%
30-39	24.9%	21.7%	22.7%	33.9%	17.4%
40-49	28.2%	29.2%	25.3%	23.5%	20.0%
50-59	16.9%	14.6%	19.3%	14.0%	17.4%
60-69	8.3%	8.8%	9.5%	7.9%	12.0%
70's and over	3.6%	3.1%	1.7%	3.1%	6.2%
Education of Male Head of Household					
Elementary school	3.8%	3.4%	2.9%	3.5%	7.6%
Did not finish high school	9.0%	6.9%	4.9%	8.8%	13.2%
Finished high school	37.7%	35.6%	34.7%	37.8%	48.0%
Some college	16.6%	20.2%	16.5%	14.2%	13.7%
BA or equivalent	22.8%	22.7%	26.0%	22.2%	12.5%
Graduate work	8.8%	8.6%	12.4%	12.4%	3.9%
Ethnic Group					
White	75.2%	81.7%	82.4%	80.6%	77.3%
Black	15.5%	9.8%	10.8%	14.9%	13.3%
Spanish-speaking	6.5%	6.5%	5.0%	5.5%	4.2%

*See footnote to Table 16
"Refusals" account for missing percentages.

children, about two-thirds again as large for elementary children.

The parallel entries in Table 19 put this finding in even more dramatic form. Comparing families who do and do not have young children, there is only a small tendency for those with children to exceed those without in viewing of the UHF stations. But 72.0% of the families with pre-school children were WNET viewers contrasted to only 22.8% of the families without children in that age group.

Similarly, while the families in the audiences of the three UHF stations tended to be larger and younger than the total sample, the difference was less marked than for the WNET viewer group.

The profiles of all the PTV stations showed a bias toward the higher-educated (Table 18). However, both WNYC and WNYE actually showed less variation in the proportion of each education group they attracted than did WLIW and WNET (Table 19).

All the stations seemed to do relatively well with the two major minority groups, blacks and the Spanish-speaking. This is best seen in Table 19 where both WNYC and WNET attracted a larger proportion of the minority groups than of whites. WNYE did better with Spanish-speaking families than with white families, WLIW attracted proportionately as many of

TABLE 19

Comparison of Different PTV Station Audiences*
Percent of Various Demographic Sub-Groups
Watching Each Station

Number in Household	WNYC	WNYE	WLIW	WNET
Single persons	28.1%	11.1%	15.0%	15.2%
2 persons	18.6%	8.8%	12.8%	17.3%
3 persons	22.4%	12.5%	16.6%	32.3%
4 persons	24.7%	10.3%	16.6%	44.7%
5 persons	20.0%	9.7%	15.4%	47.5%
6 persons	27.3%	10.4%	15.6%	43.9%
7 persons	22.6%	3.2%	17.7%	47.9%
Pre-school Children?				
Yes	25.5%	10.9%	15.8%	72.0%
No	21.1%	9.8%	15.0%	22.8%
Elementary Children?				
Yes	21.8%	8.7%	16.4%	54.3%
No	22.4%	10.7%	14.8%	23.8%
Teenagers?				
Yes	23.9%	5.8%	17.1%	31.8%
No	21.4%	10.1%	14.4%	32.1%
Age of Head of House				
Under 30	25.1%	14.1%	20.8%	40.3%
30-39	24.9%	9.8%	15.7%	56.4%
40-49	25.9%	12.0%	16.0%	34.1%
50-59	19.0%	7.4%	12.0%	23.2%
60-69	17.4%	8.3%	13.6%	19.0%
70 and over	20.3%	8.7%	8.7%	15.4%
Education of Male Head of Household				
Elementary school	18.6%	7.8%	9.8%	20.7%
Did not finish high school	23.1%	8.2%	8.7%	27.3%
Finished high school	20.4%	9.0%	13.0%	31.0%
Some college	25.5%	14.5%	17.5%	34.8%
BA or equivalent	25.7%	12.0%	20.3%	40.4%
Graduate work	20.7%	9.4%	20.2%	50.0%
Ethnic Group				
White	20.6%	10.2%	15.8%	30.9%
Black	32.6%	9.3%	15.5%	35.5%
Spanish-speaking	30.2%	13.8%	12.9%	40.0%

*See footnote to Table 16

the black families as white families.*

The four stations are unique from the standpoint either of location, type of parent organization, program emphasis--or combination of these. The question then arises as to whether or not they have specific audiences. Table 20 details the overlap of audience between stations.

As should be expected due to its advantage as a VHF station and its generally larger audience, WNET had the largest exclusive audience; over three-quarters of those who were classified as WNET viewers did not watch any of the UHF stations. At the other extreme was WNYE. Not only did it have the smallest audience of the four stations, of those who said there was viewing of the station within the home over nine out of ten also watched other public television stations. Both WLIW and WNYC had a cadre of viewers they did not share with other public stations, ranging from one-fifth to one-quarter.

The second part of Table 20 details how each station shared viewers with other public stations. Perhaps the most surprising factor was that despite its great predominance, WNET was viewed by only half of each of the other station's viewers. Both WNYC and WLIW gained a larger share of WNYE's audience than did WNET, and WNYC also gained more of WLIW's viewers than did WNET. This suggests that there is a small nuclear audience of UHF public television.

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*The apparent contradiction in Table 18, where WNYE, WLIW and WNET all have larger percentages of whites among their viewers than would be expected on the basis of the total sample, is due to the higher rate of refusal to answer the question in the total sample than among the audiences of these stations. It should be kept in mind, however, that there is thought to be a greater socio-economic bias among minority groups than among whites with regard to possession of a telephone. If true, this would mean the present data tend to inflate the proportion of minority viewers.

TABLE 20

Cross-channel Viewing of Public Television Stations

	% of Station's Audience* Which Is:	
	Exclusive	Shared
WNET	76.6%	23.4%
WNYC	25.1%	74.9%
WNYE	7.9%	92.1%
WLIW	21.3%	78.7%

	% of Audience* of These Stations			
Who Also View:	WNET	WNYE	WNYC	WLIW
WNET	—	46.2%	50.0%	46.7%
WNYE	7.2%	—	39.3%	46.8%
WNYC	17.2%	83.6%	—	58.0%
WLIW	11.2%	70.9%	41.0%	—

*See footnote for Table 16.